



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 11-01-2012 PAGE: 1 of 5

SRCP MEDIA - 22066
ATTN: BETSY VONDERHEID
201 NORTH UNION STREET
SUITE 200
ALEXANDRIA VA 22314

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
403909	10-26-2012	10-30-2012	2	SMITH FOR SENATE, TOM	TOM SMITH FOR SENATE	POLITICALS	WPVI - PHILADELPHIA

Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing					Package	Contract Title				
11 112 333			247446	PHILADELPHIA	A. CLIFFORD	10-30-2012	11-06-2012	M (Broadcast Month, Cycle 1)					N	247446				
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
Agency CPE: C : 11 P : 112 E : 333																		
1	10-30-2012	11-02-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	9	30		X	X	X	X			5	650	5	3,250.00	
2	11-05-2012	11-06-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	9	30	X	X						2	650	2	1,300.00	
3	10-30-2012	11-02-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	9	30		X	X	X	X			10	1,500	10	15,000.00	
4	11-05-2012	11-06-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	9	30	X	X						2	1,500	2	3,000.00	
5	10-30-2012	11-02-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	30		X	X	X	X			10	1,500	10	15,000.00	
6	11-05-2012	11-06-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	30	X	X						2	1,500	2	3,000.00	
7	11-03-2012	11-04-2012	08:00AM - 09:00AM	WEEKEND SA-SU GMA (6911)	8	30						X	X	4	1,400	4	5,600.00	
MG Group #						Duration												
CM 336043	Preempted		Rate Reason	MG Description														
	11-03-2012	(7)	1,400 PER SALES MANAGEMENT	2 X 30 @ \$2,800 Su 11:30PM - 12:00AM - 11/04/12-11/04/12 (6996),	8	30							X	2	2,800	2	5,600.00	
	11-03-2012	(7)	1,400 PER SALES MANAGEMENT	1 X 30 @ \$2,800 S 08:00PM - 11:30PM - 11/03/12-11/03/12 (7220)	9	30						X	1	2,800	1	2,800.00		
	11-04-2012	(7)	1,400 PER SALES MANAGEMENT															
	11-04-2012	(7)	1,400 PER SALES MANAGEMENT															
	11-03-2012	(35)	1,400 PER SALES MANAGEMENT															
	11-04-2012	(35)	1,400 PER SALES MANAGEMENT															
Total:			8,400															
8	11-03-2012	11-03-2012	06:00AM - 08:00AM	WEEKEND NEWS 6-8A SA (6997)	9	30					X			2	500	2	1,000.00	
9	11-04-2012	11-04-2012	06:00AM - 07:00AM	WEEKEND NWS 6-7A SU (7055)	9	30							X	1	400	1	400.00	
															Preempt Total:		-6	-8,400.00

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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SUITE 200
ALEXANDRIA VA 22314

Contract No 403909	Contract Dt 10-26-2012	Revision Dt 10-30-2012	Rev# 2	Advertiser SMITH FOR SENATE, TOM	Brand TOM SMITH FOR SENATE	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA						
Agency Est# 11 112 333			CMS # 247446	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-30-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 247446					
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: C : 11 P : 112 E : 333																	
10	11-04-2012	11-04-2012	07:00AM - 08:00AM	WEEKEND NWS 7-8A SU (7056)				8	30							X	1	600	1	600.00
11	11-03-2012	11-03-2012	09:00AM - 10:00AM	WEEKEND NWS 9-10A SA (10928)				8	30							X	1	1,000	1	1,000.00
12	11-04-2012	11-04-2012	09:00AM - 10:00AM	WEEKEND NWS 9-1030A SU (7057)				9	30							X	1	650	1	650.00
13	11-04-2012	11-04-2012	10:00AM - 10:30AM	WEEKEND NWS 1130A-12P SU INSIDE STORY (7				9	30							X	1	500	1	500.00
14	11-04-2012	11-04-2012	12:00PM - 01:00PM	WEEKEND NWS 12-1P SU (7060)				9	30							X	1	500	1	500.00
15	10-30-2012	11-02-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)				7	30		X	X	X	X			5	1,600	5	8,000.00
16	10-30-2012	11-02-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)				7	30		X	X	X	X			5	1,600	5	8,000.00
17	10-30-2012	11-02-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)				3	30		X	X	X	X			1	2,000	1	2,000.00
18	11-05-2012	11-05-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)				7	30	X							1	2,000	1	2,000.00
19	10-30-2012	11-02-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				8	30		X	X	X	X			5	1,700	5	8,500.00
20	10-30-2012	11-02-2012	12:30PM - 01:00PM	DAYTIME 1230-1P WEEKDAY (6951)				7	30		X	X	X	X			5	1,600	5	8,000.00
21	10-30-2012	11-02-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)				9	30		X	X	X	X			5	700	5	3,500.00
22	10-30-2012	11-02-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)				9	30		X	X	X	X			5	800	5	4,000.00
23	10-30-2012	11-02-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)				9	30		X	X	X	X			10	2,200	10	22,000.00
24	10-30-2012	11-02-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)				8	30		X	X	X	X			5	3,400	5	17,000.00

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Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market										
403909	10-26-2012	10-30-2012	2	SMITH FOR SENATE, TOM	TOM SMITH FOR SENATE	POLITICALS	WPVI - PHILADELPHIA										
Agency Est#		CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title								
11 112 333		247446	PHILADELPHIA	A. CLIFFORD	10-30-2012	11-06-2012	M (Broadcast Month, Cycle 1)	N	247446								
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: C : 11 P : 112 E : 333																	
25	11-03-2012	11-04-2012	06:00PM - 07:30PM	WEEKEND NEWS SA-SU 6-730P (6990)	9	30						X	X	2	1,200	2	2,400.00
26	10-30-2012	11-02-2012	07:00PM - 08:00PM	ACCESS WEEKDAY (6991)	8	30		X	X	X	X			5	3,600	5	18,000.00
M	MG Group #	Preempted	Rate Reason	MG Description		Duration											
	336190	10-30-2012	3,600 PER SALES MANAGEMENT	1 X 30 @ \$2,800 Su 11:30PM - 12:00AM - 11/04/12-11/04/12 (6996),	8	30							X	1	2,800	1	2,800.00
				1 X 30 @ \$2,800 S 03:30PM - 07:00PM - 11/03/12-11/03/12 (7219)	9	30						X		1	2,800	1	2,800.00
	Total:		3,600											Preempt Total:		-1	-3,600.00
27	10-30-2012	11-04-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	9	30		X	X	X	X	X	X	6	3,200	6	19,200.00
28	11-05-2012	11-05-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	9	30	X							1	3,200	1	3,200.00
29	10-30-2012	11-02-2012	11:35PM - 12:02AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)	9	30		X	X	X	X			5	1,000	5	5,000.00
30	11-02-2012	11-02-2012	09:00PM - 10:00PM	PRIME FR9 (7043)	9	30					X			1	4,800	1	4,800.00
31	11-05-2012	11-05-2012	08:00PM - 10:00PM	PRIME MO8 (7008)	9	30	X							1	10,000	1	10,000.00
32	11-04-2012	11-04-2012	09:00PM - 10:00PM	PRIME SU9 (7050)	9	30							X	1	10,000	1	10,000.00
33	10-30-2012	11-02-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	9	30		X	X	X	X			5	650	5	3,250.00
34	11-05-2012	11-05-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	9	30	X							2	650	2	1,300.00

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403909	10-26-2012	10-30-2012	2	SMITH FOR SENATE, TOM	TOM SMITH FOR SENATE	POLITICALS	WPVI - PHILADELPHIA										
Agency Est#		CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title								
11 112 333		247446	PHILADELPHIA	A. CLIFFORD	10-30-2012	11-06-2012	M (Broadcast Month, Cycle 1)	N	247446								
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: C : 11 P : 112 E : 333														
35	11-03-2012	11-04-2012	08:00AM - 09:00AM	WEEKEND SA-SU GMA (6911)	8	30						X	X	4	1,400	4	5,600.00
	MG Group #	Preempted	MG Description														
	336043	11-03-2012 11-04-2012	Combined MG: Host Line: 7														
36	11-04-2012	11-04-2012	06:00AM - 07:00AM	WEEKEND NWS 6-7A SU (7055)	9	30							X	1	400	1	400.00
37	11-04-2012	11-04-2012	07:00AM - 08:00AM	WEEKEND NWS 7-8A SU (7056)	8	30							X	1	600	1	600.00
38	11-03-2012	11-03-2012	09:00AM - 10:00AM	WEEKEND NWS 9-10A SA (10928)	8	30						X		1	1,000	1	1,000.00
39	11-04-2012	11-04-2012	09:00AM - 10:00AM	WEEKEND NWS 9-1030A SU (7057)	9	30							X	1	650	1	650.00
40	11-04-2012	11-04-2012	12:00PM - 01:00PM	WEEKEND NWS 12-1P SU (7060)	9	30							X	1	500	1	500.00
41	10-30-2012	11-02-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)	7	30		X	X	X	X			4	1,600	4	6,400.00
42	11-05-2012	11-05-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)	7	30	X							1	1,600	1	1,600.00
43	10-30-2012	11-02-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)	7	30		X	X	X	X			4	1,600	4	6,400.00
44	11-05-2012	11-05-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)	7	30	X							1	1,600	1	1,600.00
45	10-30-2012	11-02-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)	9	30		X	X	X	X			4	700	4	2,800.00
46	11-05-2012	11-05-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)	9	30	X							1	700	1	700.00
47	10-30-2012	11-02-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)	9	30		X	X	X	X			4	800	4	3,200.00

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SUITE 200
ALEXANDRIA VA 22314

Contract No 403909	Contract Dt 10-26-2012	Revision Dt 10-30-2012	Rev# 2	Advertiser SMITH FOR SENATE, TOM	Brand TOM SMITH FOR SENATE	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA						
Agency Est# 11 112 333			CMS # 247446	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-30-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 247446					
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: C : 11 P : 112 E : 333																	
48	11-05-2012	11-05-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)				9	30	X							1	800	1	800.00
49	10-30-2012	11-02-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)				9	30		X	X	X	X			8	2,200	8	17,600.00
50	11-05-2012	11-05-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)				9	30	X							2	2,200	2	4,400.00
51	10-30-2012	10-30-2012	08:00PM - 09:00PM	PRIME TU8 (7014)				9	30		X						1	10,000	1	10,000.00
52	10-30-2012	10-30-2012	10:00PM - 11:00PM	PRIME TU10 (7016)				8	30		X						1	8,000	1	8,000.00
																Contracted Gross Total:		160	283,200.00	
																Actual Gross Total:		158	285,200.00	
																Agency Commission:			42,780.00	
																Net Total:			242,420.00	
Month/YR			Preempted		Made Good		Contract Total		Adjustments								Actual Total			
Nov 12			12,000.00		14,000.00		283,200.00		2,000.00 DB								285,200.00			
TOTAL			12,000.00		14,000.00		283,200.00		2,000.00 DB								285,200.00			

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